MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BAE1044 – ENGLISH FOR BUSINESS COMMUNICATION

(All sections / groups)

26 October 2017
9.00 a.m. – 11.00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question Paper consists of **EIGHT** pages.
2. Answer **ALL** questions in **SECTIONS A, B** and **C**.
3. Shade your answers for **SECTION A** on the OMR sheet.
4. Write all your answers for **SECTION B** and **C** in the Answer Booklet provided.

SECTION A: MULTIPLE CHOICE [20 MARKS]

Instructions: Answer **ALL** questions. Choose the best option given for each of the questions in this section. Shade your answers on the OMR sheet.

1. In a meeting, if you disagree with what the chairperson is saying, the best response is to _____.
   A. challenge the chairperson immediately and correct the misinformation
   B. start texting the other members in the meeting room and explain why the chairperson is wrong
   C. show your disagreement by folding your arms across your chest and defiantly stare back at the chairperson
   D. make a note on the misinformation and wait until the chairperson gives permission for the others to contribute ideas

2. A false rumour has been circulating via your company's selected Whatsapp group. The rumour states that the marketing and promotion department will exercise a major downsizing and several workers will be laid off. As the manager, you found out about it when one of your executives asks for clarification about the rumour. He and few others who are on contract are worried that they will be laid off first. Which of the following actions needs to be taken to assure your staff?
   A. Ignore the rumour and only inform the executive that it is a false rumour. Eventually it will die out on its own.
   B. Ask the executive to send a message in the original Whatsapp group and ensure that nothing will happen to the contract staff.
   C. Immediately schedule a meeting with all the staff to set the record straight, emphasising that it is only a false rumour.
   D. E-mail all your staff and set the record straight. Assure your staff that it is a false rumour and the company has not made such decision.

3. You are unloading boxes from a truck and your fellow female worker who passes by offers you help in unloading the boxes. You do not want to trouble her as you know you can handle it. Without thinking you say, "Oh, it's okay, my strong male body can handle it." This is an example of a/an _____ worker at the workplace.
   A. tolerant
   B. intolerant
   C. ethnocentric
   D. stereotypical

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4. A senior executive in your workplace is running for the presidency in a notable organisation in your country. You have been asked to assist with his presidential campaign speech. While reading through the text, you notice that he has claimed on a few transactions he was not involved with. He claims that he is a doctorate holder, and inflates other credentials too. When you ask him about these claims, he assures you that it is nothing to be worried about.

   Which of the following actions would be most appropriate in handling this scenario?
   A. Take his advice and not worry about it.
   B. Contact the organisation directly to correct the information without telling him about it.
   C. Confront him, telling him you will have to report the incident if he does not amend his speech.
   D. Bring the matter to the attention of senior management without saying anything more to the executive.

5. Azizi has been constantly testing the limits of your company's dress code by refusing to wear the corporate shirt on Monday and traditional attire on Friday. By doing this Azizi has actually sent the signal that he _____.
   A. is a strong advocate for workers' rights
   B. does not understand and respect the company's culture
   C. is a creative person who is likely to generate lots of ideas
   D. represents the new generation of workers who redefine the workplace according to their own standards

6. Your co-worker, Shantha is asking your advice on food arrangement for the meeting with a group of clients from the Middle-East. The clients have requested that the food must be halal-certified food. You explain to Shantha that halal certified food should have halal certification from the Department of Islamic Development Malaysia (JAKIM). However, Shantha keeps insisting that the food that she is ordering from her Chinese friend is halal as her friend gets her supply from a halal supplier. Shantha could not understand the difference between halal-certified food and food from a halal supplier. This is an example of _____ barriers to effective listening.
   A. psychological
   B. grandstanding
   C. faking attention
   D. language problem

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7. Which of the phrases reflects a specific, meaningful, appropriate, relevant and thoughtful subject line of an e-mail?
   A. Board of Directors' Meeting
   B. Meeting Scheduled on Thursday, 29 October 2017
   C. Board of Directors Meeting to Discuss Relocation of the Corporate Headquarters
   D. Relocation of the Corporate Headquarters in Two Weeks: Board of Directors attendance is compulsory

8. Kyle had been assigned to present his ideas and proposal to Ms Allison, the General Manager of the marketing department. It was his first time presenting ideas to the top management. Kyle told his superior, Mr Chan that he was confident he could do a good job. However, during the presentation, Ms Allison repeatedly stopped Kyle from presenting as Ms Allison felt that his voice was so high-pitched and annoying that he sounded as if he was angry. In this scenario, Ms Allison has highlighted Kyle's poor usage of his _____ in communication.
   A. haptics
   B. artifacts
   C. chronemics
   D. paralanguage

9. The Starbucks's Dataran Store Manager is elated that his outlet has become the customers' top choice. Customers rated the outlet 5 stars in terms of great customer service and varieties of food and drinks. The Store Manager wishes to immediately convey his appreciation to all the workers in the outlet. Which medium is the most appropriate to convey his message immediately?
   A. Letter
   B. Memo
   C. E-mail
   D. Text message

10. Jay works in your department, and he has been there for almost a year. It is time for you to review his performance for a permanent position. Jay has good work habits and is a very competent worker. However, Jay's writing has too many grammatical mistakes, missed punctuations, and inappropriate word choices. You notice that Jay's poor writing skills have sometimes caused conflict among the co-workers and even worse, the clients. Which of the actions below would be the most appropriate to overcome this problem?
    A. Ignore the problem and hope that Jay improves.
    B. Transfer Jay to another department that requires less writing.
    C. Inform Jay that the company has to let him go as he does not possess the necessary writing skills for the position.
    D. Allow Jay to remain in the company provided that he enrols in a writing course to improve his writing skill.

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11. You are seeking a new position as you feel that your salary is not up to your expectation, and your supervisor is not an easy person to work with. You have found an interesting job advertisement, but the company requests the applicants to state the current work responsibilities, salary history and reasons for leaving the current position. How should you state this information in your job application letter?
    A. State your current salary and inform them that you want it to be higher.
    B. State that you will look forward to discuss your current salary and reasons for leaving the company during the interview.
    C. State your current salary and highlight that it is below market rate. Also state your desire to work with a supervisor who understands your needs more.
    D. State that your salary expectation would start with the average market rate and it is negotiable. Mention that your reason for leaving is to grow with the company and to assist the company in achieving its vision.

12. Sheila has an appointment with one of the company's biggest clients, Mr. Clark. It is scheduled at Flo Coffee House at Equotorial Hotel. She ensures that she is dressed appropriately for the meeting. At 2.00 pm, Mr. Clark arrives, shakes her hand, and the meeting starts without any problem. At the end of the meeting, they shake hand, but she notices that Mr. Clark pulls her closer to himself. In this situation, Mr. Clark breaches Sheila's _____ space.
    A. public
    B. social
    C. friend
    D. intimate

13. Which of the following is NOT an example of decoding a message?
    A. A secretary reading the memo on her table and trying to understand the request from her boss.
    B. A consumer viewing an advertisement and coming to an understanding about what the product is.
    C. A member of a meeting nodding his head to show his support to the chairperson's suggestion.
    D. A new executive trying to find his way around a company and using the symbols as guidance for direction.

14. "Shannon, could we postpone our meeting to another day? I think we made a bad decision to have our meeting at this project site. I can barely hear myself as the sound of piling and machine is too deafening," said Jenny to Shannon. In this scenario, the meeting cannot be continued effectively because of the _____ noise.
    A. social
    B. physical
    C. technical
    D. psychological

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15. The Production Manager reminds the supervisors to ensure that all the production line workers follow the newly implemented working schedule. In which part of the communication process would the supervisors know whether they have understood the instruction?
    A. Feedback
    B. Decoding
    C. Encoding
    D. Receiving

16. Your company has always emphasised the importance of courteous and professional customer service approach regardless whether your customers are easy or difficult to handle. Lately, your company's official Facebook page has been bombarded with negative comments about rude customer service personnel especially among the showroom sales representatives. Which of the following sentences would be the most appropriate to start your e-mail reminding your sales representatives about the importance of courteous and professional customer service policy?
    A. "We must be diligent and hardworking in giving the best customer service experience to our customers."
    B. "Our company's shortcomings have gone viral for the wrong reason. We are popular because our sales representatives have been labelled as abusive. This must be stopped immediately."
    C. "Positive, courteous and professional customer service is the backbone of our company. However, some of you are hurting the company's reputation by mistreating our customers."
    D. "Thank you for your continuous effort in supporting our company and our customers. I know being courteous and professional can be challenging at times."

17. Which of the statements below are correct?
    I. Germany, where business people want to make decisions as quickly and as efficiently as possible, is considered a high-context culture.
    II. Greece, where business people consider it a mark of good faith to spend time on each little point before reaching a decision, is considered a high-context culture.
    III. Egypt, where business people talk more excessively is considered a low-context culture.
    IV. North America, where business people view being late for work or meeting as signs of tardiness and inefficiency, is considered a low-context culture.

    A. I and II
    B. I and IV
    C. II and III
    D. II and IV

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18. You are in charge of hiring a new employee for your department. Four candidates are waiting outside your office, and you are able to observe them before interviewing them. You can see them, but you cannot hear them. Based on the following descriptions, which of the candidates is the best person for your company?
    A. Candidate A: A woman who looks very contemporary and business appropriate. However, you are slightly disturbed when you notice that she has kicked off her shoes and tucked in her feet under her.
    B. Candidate B: A woman who has also dressed professionally for the post. However, she does not look relaxed at all as she is juggling between typing on her iPad, reading from the file and attempting to silence her mobile phone.
    C. Candidate C: A woman who has also dressed for the occasion. Comparatively, she does not look as business appropriate as the other three candidates. However, she stops reading from her notebook and assists candidate B to silence her mobile phone. They shake hands and appear to be introducing themselves.
    D. Candidate D: A woman whose looks are more business-like compared to the other three candidates. However, her facial expression clearly shows that she disapproves of the noise and conversation between candidates B and C, and she looks very annoyed with the whole situation.

19. As one of the smartphone app developer companies in Malaysia, your company noticed that the marketplace is extremely crowded. You have been asked to write a report on how your company can stand out from the rest of the competitors. Which of the following objective statements best reflect the report that you are preparing?
    I. To find out the reasons why the company is lagging behind in the app market
    II. To highlight company's specialities and strengths to potential clientele and customers
    III. To identify strategies that could be used to stand out from the rest of the competitors
    IV. To suggest on changing the company's name in order to improve on the company's brand recognition

    A. I and II
    B. I and III
    C. II and III
    D. II and IV

20. You walked out confidently from a final interview with Aidata Hill Incorporation convinced that you have aced and impressed the interviewers for the position you are applying. One of the interviewers has informed you that all successful candidates will be informed via a phone call within a week. Today is exactly one week and you still have not received any call from the company. What should you do?
    A. Go to the company and ask any workers there.
    B. Do nothing and wait for the company to call you.
    C. Mail the company and ask about the result of the interview.
    D. Call the company and inquire whether a decision has been made.

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SECTION B: REPORTING WORKPLACE DATA [20 MARKS]

Instructions: Based on the information below, write the **Result, Conclusion** and **Recommendation** sections of a formal report in about 150 to 200 words.

A study was conducted to compare four pizza restaurants in Malaysia. You have obtained data as displayed in Figure 1, Table 1 and Table 2.

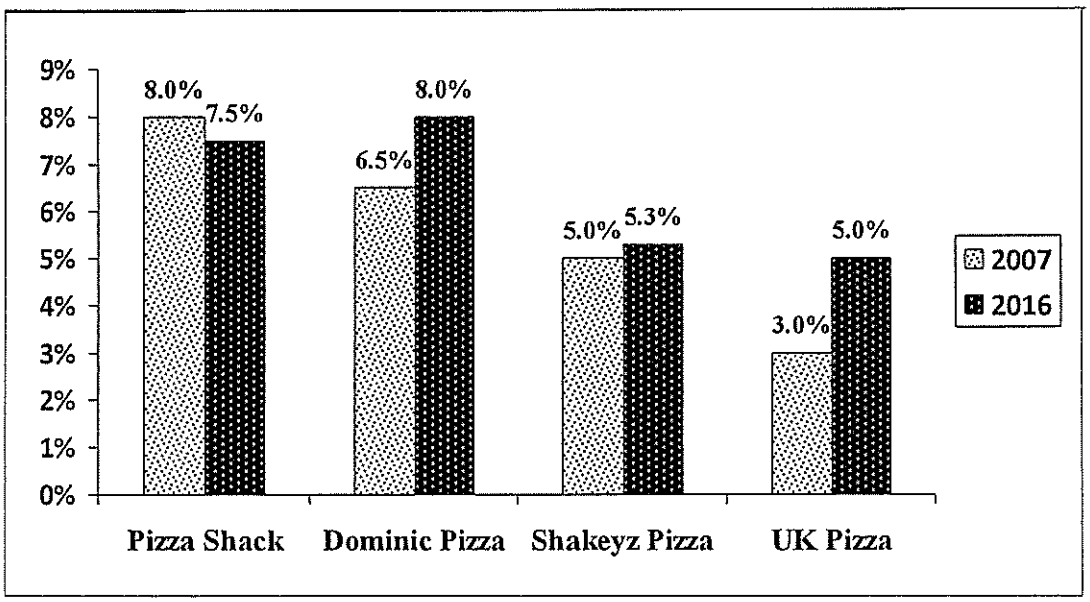

Figure 1: Profit Margin of Pizza Restaurants in Malaysia (2007 & 2016)

Table 1: Market Entrance and Number of Pizza Restaurants

Pizza Restaurants	Pizza Shack	Dominic Pizza	Shakeyz Pizza	UK Pizza
Market Entrance (Year)	1995	2004	2000	2007
Number of restaurants (as of end 2016)	21	25	8	10

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Table 2: Customer Responses on Pizza Restaurants Based on 2016 Survey

Pizza Restaurants	Characteristics				
	Discount Coupons	Delivery	Fast Service	Variety	Taste
Pizza Shack	✓	✓			✓
Dominic Pizza	✓	✓	✓		
Shakeyz Pizza			✓	✓	✓
UK Pizza	✓			✓	✓

SECTION C: WRITTEN COMMUNICATION [20 MARKS]

Instructions: Read the description and write an e-mail based on the scenario below. Your e-mail should be in about 250-300 words.

You are the head of human resources at iTech Electronics, a software company. You have been assigned the unpleasant task of informing employees that the expected holiday bonuses will not be distributed this year because of an unexpected reduction in company's profits. This is the first time this situation has occurred since the bonus programme was created ten years ago. This is a sensitive message because it will disappoint employees and may cause them to lose confidence in the future of the company. Your challenge is to offset this initial reaction and reaffirm their commitment to iTech Electronics.

You may invent any necessary details.

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